

KLINELINE BRIDGE OUTREACH ADVISORY GROUP (OAG)

www.clark.wa.gov/klineline

Meeting #4: August 20, 2007

Clark County Public Works Operation Center

4700 NE 78th Street, Vancouver

6:00-8:00 pm

Summary Notes

Permitting Update: Kevin Gray, Linda Small

- Permit approved with 47 conditions
- Several conditions have issues and may impact timing
- Looking for ways to meet project conditions, i.e., separate bridge from stream reconstruction
- Washington State Department of Fish and Wildlife (WDFW) understands gravity of situation
- Hopeful “decoupling” can go forward
- WDFW wants installation of a concrete fish ladder as a condition
- County is appealing other conditions that may jeopardize timeline
- County meeting on August 23, 2007, with WDFW to find ways to meet needs
- Positive feedback from National Marine Fisheries and Department of Energy (Ecology)
- Productive meeting with State Representative Fromhold who has offered to assist
- Briefed Governor Gregoire’s office (Jim Jacks)
- Making every effort to meet reasonable conditions while appealing those that are not
- Want OAG kept up to date—transparent process
 - OAG Question: Will the formal appeal process be lengthy?
 - Answer: Hope to have an expedited agreement
- Federal Emergency Management Agency (FEMA) floodplain maps are a wild card
- Need statistics regarding success/failure rate of roughened channel—not forthcoming from WDFW
- County pursuing every avenue—appeals, negotiations, and political capital, if necessary
 - OAG Question: How soon must the County respond to the 47 conditions?
 - Answer: We plan on doing so by either Friday, August 24, 2007, or Monday, August 27, 2007; the letter is drafted. County will email OAG.
 - OAG Question: Is the fish ladder cost prohibitive? If not, why not just do it?
 - Answer: We’re looking at that, but there may be other issues, i.e., engineering, FEMA

Columbian Advertising Options: Carol Doane, Larry Pederson

- Businesses marketed together a recommended approach
- Strength in numbers
- “Custom” publications for Klineline businesses:
 - Vendor tabloid format—introduce project (slip sheet, black and white ads)
 - Banner page
 - Standard page—business profile/story
 - Glossy insert/stuffer
 - Brochure inserted in The Columbian, either full run or part
- Packet proposed by The Columbian is a special discounted rate, and includes color at cost
- Bonus elements are possible, but depend on the number of businesses participating
- Columbian staff will contact businesses for possible inclusion in package
- OAG members need to pre-sell in advance of contact by The Columbian to businesses
- Possible mailing to businesses along Highway 99 by the County
 - Let businesses know who OAG is
 - What marketing opportunities are available?
 - *County would like to do a head- up mailer*
- Columbian needs a list of all impacted businesses
- Letter from The Columbian introducing partnership
 - Message needs to come from impacted businesses and County (not The Columbian)
- Need to demonstrate value
- Coordinate introduction message with neighborhood association newsletters, etc.
- Clusters of merchants will help small business with constrained advanced budgets, i.e., Holly Park
- The Columbian does not broker space
- *Subcommittee to meet with Carol and Larry to discuss further: Sunny, Bud*

Theme/Messaging

- Klineline Connection/Konnection
- Bridge was named for a specific person with some level of notoriety.
- *Linda will bring history of bridge and how it got its name to next meeting.*
- If a name change is pursued, it is recommended that family members of the original named person be contacted in advance
- Help Bridge the Gap
- *Revisit Theme/Messaging in September*

Detour Route, Map Mark-Up

- Extend marketing to 78th Street/extension of Padden Parkway
- Identify length of detour on signage
- *County will take information on marked-up maps and bring Detour Map Version Two back to the September meeting—Dan to assist*

Confirmed Details for Road Tour of Impacted Route

- September 17, 2007
- Meet at Clark County Public Works Operation Center
- 5:00 p.m. start
- 6:00 p.m. to 8:00 p.m. regular meeting
- 10+ interested people

Next Meeting: Monday, September 17, 2007, 6:00-8:00 p.m.